

# WebMaster ToolKit



A review of various tools and web sites discussed during our classes that might be of use to webmasters in their efforts to optimize their sites.







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### **Concept of the Review**

- Intended to make you aware of the range of tools available.
- Not intended as an endorsement of any particular tool.
- Availability varies as providers alter requirements and drop support.
- Some tools may require registration or fees.





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## **Content of the Review**



- Description of tool type.
- Listing of tools available that meet general description.
- Discussion of characteristics of various tools.
  - Not necessarily a complete review.
  - Intended to introduce the user to the tool.
- Discussion of what you might use the tool for.
- Links to the tool location.





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### **Types of Tools Available**

- General site checkers.
- Keyword research.
- Image processing.
- Site analysis:
  - Keyword density
  - Keyword ranking
  - Search engine placement
  - Spider replication





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### Types of Tools Available (2)

- Press Releases
- Newsletter software
- Blog tools
- Managing Links
- Web Statistics
- SEO References
- Special Purpose Software
  - Free Agent
  - Newsreaders
- More tools can be found at
  - http://www.small-businessconsultants.net/Downloads/web\_marketing/linksfile.xls



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### **Review Your Site**

- Netmechanic is a good single source for many useful tools.
  - Can be used for free.
  - Additional capacity available for purchase.
  - http://www.netmechanic.com/webmaster\_products.htm

#### • HTML Toolbox has several features

- Load time analysis
- Coding errors
- Image adjustment
- Link checker
- Browser compatibility
- Spell check



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### **3 Good Applications**

- Optispider
  - Create a quick overview of a site and its internal construction.
- Axandra
  - Good overview of a site from many perspectives.
- Web Position Gold
  - Useful for checking ranking on terms and ranking of selected competitors.



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### **Google Site Map**

- **Sitemap** • page for a site
- Note the • URL showing where the map is posted
- Requires • Google account (free)

🕙 Google Sitemaps - My Sitemaps - Microsoft Internet Ex	plorer				X
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© 2005 Googl	e - <u>Terms of Servi</u> o	ce - Privacy Policy - Discuss Site	maps		



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### Where do you get the sitemap?

- Download the software from this site (free)
- Install it on your computer and run it from there

SOFT	SOFTplus GSiteCrawler
	Wersion 0.93 R186 / 02/08/2005
© 1999-2005	SOFTplus Entwicklungen GmbH, CH-6340 Baar
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#### http://johannesmueller.com/gs/



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### How to create a map file

Screens • show a completed operation for a particular site

Eile Help Crawler: II Pa	ause 🐴 Show Project: Ad	dd new project Import + (Re)C	awl - Generate - Sta	atistics 🝷	
Available projects:	Project	Settings	Filters	URL list	Statistics
ProjectName	Project Name:	J			
Sample Site with phpbb-forum	Small Business Consult	ants			
Small Business Consultants					
	Main URL:				
	http://www.small-busin	ess-consultants.net/		Add to list	
	Please specify the main sitemap - all your page "https://) and end with Examples: http://www.mysite.cc http://www.nysite.cc http://www.atelco.cc http://www.atelco.cc https://intranet.bigco	n directory for the Main UHL. This is s should be in or below this directo a trailing slash. You should NOT in m/ m/products/ m/users/~joedoe/ rp.com/finance/tax-evasion-tricks/	s the directory where you v y. It should include the pre clude a filename.	vill place your	Update
Add Delete					opdate



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**Parameters** • show what kinds of files to include in scan

ilable projects:	Project	Settings	Filters	URL list	Statistics
ijectName mple Site with phpbb-forum all Business Consultants	General URLs are case sensitive ( Remove trailing slash on f Remove HTML Comments File extentions to follow: htm,html,asp,aspx,php,php5, HTML Code/Text on a custor Sitemap file options: V Include date last modified V Include priority setting V Include frequency setting V Include frequency setting	FTP Unix/Linux-Servers) older names s before parsing pages cgi,pl,py,cfm n 404-Error Page ("file not of the URL according to th	iound") e server	utomation	ts



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Some ۲ directories or other files may be excluded for various reasons

	the Shaw Draigets Add no	w project Import - (Po)C	awl - Concrato - Static	tion -	
	Show Project: Add he	w project import + (Re)O		sucs +	
vailable projects:	Project	Settings	Filters	URL list	Statistics
ProjectName					
Sample Site with phpbb-forum	Ban URLs	Drop part:	Hemove	e parameters	
	Any UHLs that contain any crawled at all (exception: U /_vti_bin/ /HerrenLaw/ advanced_search AllPage Client_reports language_tools Performance_reports quality_form search? Upload	part of the following list will no IRLs specifically listed already	t be listed as links and will no	ot be	
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After the • process has run and scanned the site, you see the files included

SOFTplus G	SiteCrawler v0.9	3 rev.	186							
Eile Help Crav	wler: 👖 Pause 🙈	Show	Project:	Add ne	w project	Import	← (Re	)Crawl + Generate +	Statistics 👻	
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 Statistical summary of the operation for your records

ile <u>H</u> elp Crawler:    Pause	Show Proje	ect: Add ner	w project Import 👻 (Rej	Crawl + Generate + Stat	istics 👻	
vailable projects:	Projec	t Y	Settings	Filters	URL list	Statistics
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 Selecting "Add new project" from the menu will start the Wizard to step you through the process.

#### 🕏 GSiteCrawler - New Site Wizard



Welcome to the GSiteCrawler Wizard for new Google Sitemap files This wizard will help you get a Google Sitemap file as easily as possible.  $\overline{\mathbf{X}}$ 

To use this wizard, you will only need your website address (URL). In fact, you can even use this to check other people's sites, if you wanted to :-).

If you have FTP-access and want to upload the finished sitemap file right away, you will - of course - need the access data to your FTP account.

< Previous (<u>N</u>ext >

Abort



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SiteCrawler - New Site Wizard

- Capture the URL from a "live" screen to avoid typing mistakes
- If necessary, edit it to remove the page name (e.g., "index.html")
- Name the project to make it clear to you what it refers to

Ste	p 1 of 4: Websit	e address				6
F	Please enter the add name will be sugges	dress (URL) of the w sted, altough you are	ebsite you wish to ge free to change it.	enerate a sitemap	file for here. A proj	ect 🕼
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http://v	www.herrenlaw.com	/				
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GSiteCrawler - New Site Wizard

Default options should ۲ be fine for most purposes

Step 2 of 4: Some options These options define how the program will check yu you're unsure, just leave them with the default setting	our site and which pagesit should look at. If					
<ul> <li>URLs are case-sensitive (Linux/Unix-Servers)</li> </ul>						
Some servers think that files with a different case (e.g. Linux or Unix servers), while other servers ignore the c	. /page.htm and /PAGE.HTM) are different files (usually case (e.g. Microsoft Windows servers).					
Include default filters for Session-IDs? (phpsessid, phpsessionid, sessionid, session, sid) Session-IDs are special parameters that some server-programs add to links. They usually look like this: '&session=ASGSGGSH21HHSGSG'. You should not include these in a Google Sitemap. This option will remove the most used session-IDs automatically.						
List of file-extentions to check:						
htm,html,asp,aspx,php,php5,cgi,pl,py,cfm,mvc,shtml,pdf,d	do Reset to default					
File extentions are the endings of the files. Some files can only check text-based files - these are also the on	can be checked by this crawler, some can't. The crawler ily ones allowed for Google Sitemaps.					

< Previous

<u>N</u>ext >

Abort



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 If you are operating on a Frontpage site, do not use this option

🛱 GSiteCrawler - New Site Wizard	$\overline{\mathbf{X}}$
Step 3 of 4: Your FTP-Server If you want to upload yor sitemap file automatically, you can sp	becify your FTP server here.
Upload sitemap file(s) via FTP?	
	< Previous Next > Abort





**Checklist presented** ۲ upon completion of Wizard

GSiteCrawler - New Site Wizard

Step 4 of 4: What can I do for you today?



#### Read ROBOTS.TXT

The file ROBOTS.TXT can be used to tell search engines where they shouldn't be looking. It's usually used to make sure that administrative pages aren't listed, etc. If you have a ROBOTS.TXT, it's important that you also exclude these areas in your sitemap file.

- Check for custom file-not-found error pages Some servers have custom 'file-not-found' pages which look like normal pages. If a server has this, it can be hard for a search engine (or me) to tell if a page really exists or if it's missing. With this option I can check for that (but you'll need to tell me what part of the page is the error message).
- Import known pages from Google

Unless this is a really new site, Google will already know something about your pages. With this option, I'll check with Google first. Doing that can help the program get started faster.

- Scan your website now If you're satisfied with these settings, I can start scanning your website right away.
- 🔽 Wait for scan to complete and upload file

If you have a small site, you may wish to wait until I have everything scanned. After scanning your pages, I will upload the sitemap file (if you have specified the FTP server). And after that, I'll take you to the Google Sitemap website where you can either create an account or submit your sitemap.





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 After completing the Wizard, you start the operation by selecting "Generate" from the menu, and choosing "Google Sitemap-file" from the drop-down







Results of the site crawl

Crawlerwatch	1										
Crawlers:	Pause Crawler	Cleart	otal queue 📔 Hide t	his window							
Crawler	Status										
Crawler 1	http://www.herrenlaw.com/Mental_disorders/Affe	ctive_disorders.html									
Crawler 2	http://www.herrenlaw.com/faq_long_term_disabil	ttp://www.herrenlaw.com/faq_long_term_disability.htm									
Crawler 3	http://www.herrenlaw.com/long-term-disability.html										
Crawler 4	http://www.herrenlaw.com/about_us.htm	http://www.herrenlaw.com/about_us.htm									
Crawler 5	http://www.herrenlaw.com/Impairments.html	http://www.herrenlaw.com/Impairments.html									
Crawler 6	http://www.herrenlaw.com/form_evaluation.htm										
Crawler-Queue:	Records waiting: 16, New/Min.: 38.0, Crawled/Min	n.: 22.0, Aborted/Min.: 0.0 (1 Min.	avg)								
URL			Date Added	Errors							
http://www.herrenla	w.com/links/medical-supplies.htm		10/08/2005 1:	2:57:20 0							
http://www.herrenla	w.com/Mental_disorders/Schizophrenic_%20paran	oid_psychotic.html	10/08/2005 1:	2:57:20 0							
http://www.herrenla	w.com/faq_social_security.htm		10/08/2005 1:	2:57:20 0							
http://www.herrenla	w.com/Mental_disorders/Personality.html		10/08/2005 1:	2:57:20 0							
http://www.herrenla	w.com/Social_seurity_benefits.htm		10/08/2005 1:	2:57:20 0							
http://www.herrenla	w.com/Table_of_Contents.html		10/08/2005 1:	2:57:20 0							
http://www.herrenla	w.com/Mental_disorders/Anxiety-related.html		10/08/2005 1:	2:57:20 0							
http://www.herrenla	w.com/links/other-practitioners.htm		10/08/2005 1:	2:57:20 0							
http://www.herrenla	w.com/links/business-resources.htm		10/08/2005 1:	2:57:20 0							
http://www.herrenla	w.com/Mental_disorders/Substance_addiction.htm		10/08/2005 1:	2:57:20 0							
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http://www.herrenla	w.com/index.html		10/08/2005 1:	2:57:21 0							
Aborted URLS:				Show aborted list							
URL		Error Text	Linked from								
•				Þ							

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• You are now "done"

Done. (6)		X
	1 sitemap file was generated.	



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• Your new sitemap has been created

SOFTplus	GSiteCrawler v	0.93 rev	. 186							_ 🗆 🔀
Eile Help Cr	awler: 👖 Pause	M_Show	Project:	Add ne	ew project	Import ·	(Re	Crawl 👻 Generate 👻 Stat	istics 👻	
Available projects	¢		Project	Υ	9	Gettings		Filters	URL list	Statistics
ProjectName Herreplaw.com		Manua	Include	Crawl	Priority	Freq.	URL			<b>•</b>
Sample Site with	phphh-forum				1.00	1	http://	www.herrenlaw.com/		
Small Business (	onsultants			✓	0.50	129	http://	www.herrenlaw.com/about_u	is.htm	
Jillali Dusii less c	onsularits			<ul><li>✓</li></ul>	0.50	129	http://	www.herrenlaw.com/contact.	htm	
					0.50	129	http://	www.herrenlaw.com/disability	-benefits-news.html	
					0.50	40	http://	www.herrenlaw.com/eye-diso	rders/Cataracts.html	
				<ul> <li>Image: A start of the start of</li></ul>	0.50	40	http://	www.herrenlaw.com/eye-diso	rders/Diabetic-retinopathy.htm	nl
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		For selec	ted URLs:		Man	ual 🕶 Inc	lude	Crawl - Priority - Freq	uency 👻	Recrawl this URL
Add	Delete		Add		Del	ete		Delete all non-manual links		
Crawlers idle	Records waitin	a: 0, New/I	viin.: 4.0. 0	rawled/l	Min.: 28.0.	Aborted/M	in.: 0.0	. Remaining: 00:00:00 (1 Min.	avol	12:58 PM



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• This is where the program stores the file by deault

Save in:	🔁 Herrenlaw.co	m	•	+ 🗈 📸 🖛	
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My Network	Save as type:	XML-Files (* xml)		•	Cancel



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 Note the filename in the directory used by Sitecrawler

Save As					? 🗙
Save in:	Herrenlaw.cor	n	•	+ 🗈 📸 🖬 •	
My Recent Documents	Sitemap.xml				
My Documents					
My Computer					
Mv Network	File <u>n</u> ame: Save as <u>typ</u> e:	sitemap xml XML-Files (* xml)		▼ ▼	<u>S</u> ave Cancel
Places	2.	1			





• This will take you to the directory where the file is stored, so you can open it for review

GSiteCr	awler 🛛 🔀
?	I created the following files: C:\Program Files\SOFTplus\GSiteCrawler\Projects\Herrenlaw.com\sitemap.xml C:\Program Files\SOFTplus\GSiteCrawler\Projects\Herrenlaw.com\sitemap.xml.gz
	Do you wish to open directory for a manual check?
	Yes No



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### Sitemap.xml file

 This is the xml file that will be posted to your site for access by Google.





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### Where to put the xml file

 Sitemap file
 placed in
 the root
 directory
 of the site

crosof	t FrontPage - http://www.herrenlaw.com							- 2
Edit	View Insert Format Tools Table Frames )	Mindow Help						Type a question for help
A	ORDING STARS		0 1 0					
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		Contact.htm	How to contact us, social security, long ter	16KB htm	2/4/2005 5:40 PM	herrenlaw.com		
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### **Confirmation screen**

- After you have "submitted" the file, you get this confirmation.
- Check back later to confirm that file was approved

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### **Find Keywords**

#### • Wordtracker is the best general tool

- Free use for limited application
- Modest charges for complete package
- Could subscribe for one day and do complete site research for under \$10.00
- http://www.wordtracker.com/

#### Google offers keyword tools

- https://adwords.google.com/select/main?cmd=KeywordSandbox
- Excellent tool for exploring alternatives
- Does not provide count of usage
- http://www.google.com/webhp?complete=1&hl=en
- Different operation
- Does provide some count of usage
- Numbers not clearly identified as to significance



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## **Finding Keywords**

#### • Other sources

- Digital Point offers comparison tool (Wordtracker vs. Overture)
- http://www.digitalpoint.com/tools/suggestion/
- Useful perspective on frequency of use on different sources
- Nichebot: http://www.nichebot.com/





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## **Keyword Analysis**



- Get the Google toolbar first
  - Quick and easy way to see what keywords are on any page
  - http://toolbar.google.com/?promo=mor-tb-en

### Keyword Density Analyzers

- SearchEngineWorld offers simple, easy tool
  - http://www.searchengineworld.com/cgi-bin/kwda.cgi
- GoRank provides more complex analysis
  - http://www.searchengineworld.com/cgi-bin/kwda.cgi
- Ranks.NL is another complex tool
  - http://www.ranks.nl/tools/spider.html



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### Web Site Statistics

- Generally provided through your hosting arrangement
- Sometimes choices are offered
- Most available will provide adequate statistics
  - Webstats <a href="http://webstats.netlogics.nl/">http://webstats.netlogics.nl/</a>
  - WebTrends <a href="http://www.webtrends.com/">http://www.webtrends.com/</a>
  - Urchin http://www.urchin.com/
  - Wusage <a href="http://www.boutell.com/wusage/">http://www.boutell.com/wusage/</a>
- Many now offering code based reporting



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## **Web Site Statistics**



- Caution: Not all are acceptable
  - Livestats does not provide information on keyword phrases!
  - http://www.deepmetrix.com/

#### • Code based alternatives have many advantages

- Information is current
- Reporting is usually quite flexible
- Same reporting can be used on multiple sites
- http://www2.hitslink .com/webposition/account.aspx
- Other providers will also support code approach



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### **Free Web Site Statistics**

- StatCounter
  - http://www.statcounter.com/free\_web\_stats.html

#### • ExTremeTracking

- http://extreme-dm.com/tracking/
- For example, see
  - http://extremetracking.com/open;sum?login=rgmyers



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### **Newsletter Software**

- Software allows free trial period, pricing per month on volume
  - http://www.constantcontact.com/index.jsp?cc=promos02
  - Manages your email list
  - Easy creation of customized messges
  - Tracking of responses

### • Alternative option from MicroSoft

- http://www.microsoft.com/smallbusiness/products/online/lb/d etail.mspx
- Similar feature set





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### **Press Releases**

- Good way to get current information distributed widely
- Many sites offer startup arrangements
- Most will want fees for "enhancements" to your listing.
- Good "free" starting point
  - http://www.prfree.com/
- Good description of how to create a release
  - http://www.pressflash.com/anatomy.html



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### Link Management Software

#### Free link checkers

- http://www.digitalpoint.com/tools/keywords/
- http://www.hoojo.com/linkchecker.aspx

#### • Software to manage links

- Free trial version offered
- Find links, create link pages, manage link relationships
- http://www.axandra.com/go.to/rgmyers
- Link status information
  - Good tool for seeing how many links your site has
  - http://www.marketleap.com/publinkpop/





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### **SEO References**

- Newsletters to read
  - SearchEngineWatch.com
    - Possibly the best, most comprehensive site for all kinds of information
    - http://searchenginewatch.com/
  - HighRankings.com
    - Very readable & knowledgeable content
    - http://highrankings.com/
  - WebMasterWorld.com
    - Comprehensive & informative
    - Requires subscription
    - http://www.webmasterworld.com/index.htm





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### **Special Purpose Software**

#### Usenet access

- Can be obtained through Outlook Express
- Some access available through Google search ("Groups")
- Recommended tool for access is Agent from Forte
  - Provides reader & posting capability
  - Easy management of groups of interest
  - http://www.forteinc.com/main/homepage.php



- Newsreader software provides wide access to Internet information
  - Good source of information on all aspects of newsreaders
  - http://www.newsreaders.com/



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### **Portals You Can Configure**

- Yahoo offers long-standing vehicle
  - Go to http://www.yahoo.com/ & sign up for My Yahoo
- Google now offers a "home page"
  - See example at http://www.google.com/ig







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### **Blogging Information**

#### General reference source

 List of blog tools: http://www.asymptomatic.net/blogbreakdown.htm

### Google hosts a blogging tool

- Likelihood of getting the blog crawled is very high
- Ranking is still dependent on techniques taught here in class
- http://www.blogger.com/start
- Learn to use: http://help.blogger.com/





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Show Email Post links?	No M Email Post links let your visitors easily email posts from your blog to their friends.	
Global Setting	(Applies to all of your blogs.)	
Show Compose Mode for all your blogs?	Yes Adds a Compose mode to your Post Editor. (Also sometimes known as a <u>wysiwyg</u> editor.)	
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• Configuring for server

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Blog URL	http://www.cemi.us/blogs/ The web address where this blog is viewable. This should include http://.			
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Blog Filename:	index.htm Example: index.html Warning: If this file already exists on your server in the path entered above, it will be OVERWRITTEN. Be sure to back it up.			
FTP Username	rgmyers@cemi.us			
FTP Password	Username & Password are optional. If you leave them blank, you will be asked to enter them when you publish your blog.			
Notify Weblogs.com	Yes w Weblogs.com is a blog update notification service that many individuals and services use to track blog changes.			
	Save Settings			





• Formatting the blog

Emission /	Monitoring
Posting Settings	Template View Blog
Basic Publishing	Formatting Comments Archiving Site Feed Email Members
Show	7 days v on the main page. If Days is selected, a limit of up to 999 posts will be enforced.
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Archive Index Date Format	November 2005
Timestamp Format	1:31 PM
Time Zone	[UTC -06:00] CST
Date Language	English (United States)
Encoding	Universal (Unicode UTF-8)
Convert line breaks	Yes If Yes is selected, single hard-returns entered in the Post Editor will be replaced with single -/> tags in your blog, and two hard-returns will be replaced with two tags ( -/>). This also applies to the comment-posting form.
Show Title field	Yes
Show Link Field	No 💌
Enable float alignment	Yes M Allows image and text alignment options using the <div clear:both=""> tag. (Choose "No" if you are having post layout problems.)</div>





• Specifying Comment options

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- Sample setup for hosting your blog on your own web site
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Computer Productivity Consulting Richard G. Myers



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- Add content •
- Example used is an "xml" • file
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### **Ranking evaluation tools**

- Web Position Gold offers convenient tool for analyzing rank & changes to ranking positions
- Other aspects of software are troubling & not recommended.
  - http://www.webpositiongoldpro.com/home.html
- Affiliated (recently) with WebTrends





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### **Ranking evaluation tools**

• GoogleRankings provides a fine tool for evaluating your rank on Google



- http://www.googlerankings.com/
- Compare keyword performance on different engines
  - http://ranking.thumbshots.com/
  - http://www.jux2.com/
- See how volatile ranking can be for top sites
  - http://www.rankpulse.com/



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- Search engine spider simulators can give you an idea.
  - http://www.searchengineworld.com/cgi-bin/sim\_spider.cgi
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  - http://seo.zunch.com/spidersim.html
- All differ slightly, but different spiders can also vary.





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**Questions?** 



Don't forget to complete your class evaluation form and turn it in at the back of the class!

We need to clear the room promptly at 9:00 p.m. so the staff can go home. Thanks for your cooperation.





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